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62.13
"Make Them Happy
with Glads"



ETTA BELL

Ford's Gladiolus 1939

J. A. FORD

Gladiolus Grower

Route 1—Box 511

ATLANTA, GEORGIA

Telephone CA. 2226

Farm on Springdale Road
(Near Hapeville, Ga.)



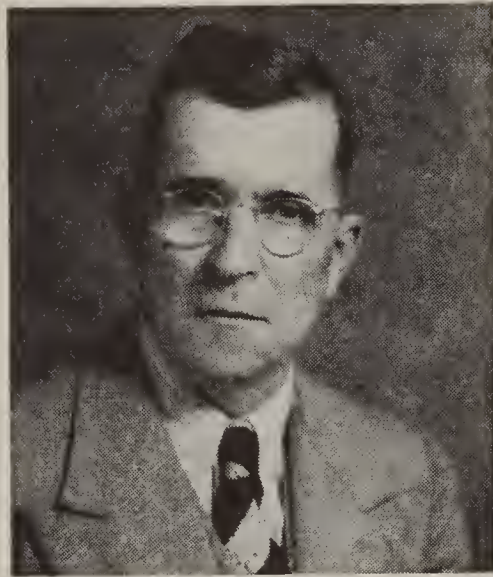
TAKINA

"SYLVAN ACRES"

Southern Home of

THE WORLD'S FINEST GLADS

"VISITORS ALWAYS WELCOME"



PERSONAL GREETINGS

Another year has turned over since writing our last catalog. We want to thank our many loyal friends and good customers for making this catalog possible. The year 1938 has gone, never to return. In spite of the adversities of a peculiar season, a business depression, and cheap Gladiolus everywhere in the air, last year far exceeded our expectations in bulb and flower sales, new friends and customers, and the finest crop of high class bulbs we were ever able to produce. Last February, March and April we had unusually heavy rainfall. Just had to plant between showers and downpours; followed by a drought in May which lasted 35 days and no rain. This is the most critical time to the growth of bulblets turning into small bulbs. We doubled our irrigation equipment to meet the occasion, with very good results. June turned in wet, rained nearly every day 'till about August 15th. This was a good year to try out the many varieties for crooked spikes and sun water scald, with plenty of cultivation, good drainage and selected stocks. Our blooms came out better than any previous season.

In order to get the public better acquainted with many of the newer varieties which bloomed at different times of the Gladiolus season, we opened up a roadside stand, THE GLAD SHOP, which was a success in every way. Our motto, "Make Them Happy with Glads" was a hit. During the season we decorated three of the leading hospitals with glads and the enjoyment brought by these contributions returned blessings beyond the value of the flowers. Many customers bought Glads for hospitals, churches, weddings, parties, funerals, and cemetery grave decorations. For customers we made two air express shipments to St. Luke's Hospital in St. Louis, Mo., and one to Johns Hopkins Hospital, Baltimore, Md. All three shipments were reported delivered in good condition. During the season, both our Glad Shop and farm were visited by many interested folks from nearly every section of the United States. Leading statisticians claim business is on the up-grade and we are confidently looking forward to 1939 being the greatest year in Gladiolus history. We have attempted to build up a collection of the most outstanding varieties of Gladiolus in cultivation. Had over 200 varieties in garden and trial patch the past season, and we are offering you the cream of the crop. We do not offer varieties that did not come up to our standard of performance in this trying climate. We don't list any old varieties that passed out of the picture years ago. The varieties we offer are 90 per cent of the varieties that won Blue Ribbons in the leading shows the past season and you will make no mistake in ordering any of them. We thank you.

NEW BULBS AND NEW PRICES

For this year we are listing several new ones. That is, will be new to many customers. All of these we have tried out several seasons. In fact, long enough to work up a stock from a start of only a few bulblets. So we can truthfully recommend them for their performance under our own personal observation. Some of the older varieties have been dropped from our list to make room for the new ones which we believe are superior in many ways. These are mostly quoted at popular prices. The prices on many of the standard varieties have been reduced to such a point that, if you really want to grow fine Glads, you can't afford to waste your time and money on cheap mixtures and inferior varieties. Good bulbs are the first important thing necessary to produce good blooms. Many of our bulbs are jumbos in size. Dealers can't pay express on real large bulbs and compete. Our bulbs are all planted by hand; dug, cleaned, sorted and packed by hand, under the writer's own personal supervision. Our Glads are planted on fresh land every year and stored in our air conditioned bulb house. That is two reasons why you get better bulbs than if you buy from back lot city growers who use the same land every year and have no satisfactory storage. Don't be misled by cold storage bulbs. They are not a success. Cold storage, most times, is very unnatural. They just don't get the proper temperature and humidity with a current of air for ventilation. Cold storage bulbs frequently come blind or fail to bloom. Our bulbs are treated with cynogas in bulb house; treated with naphthalene flakes for the winter. Bulbs are soaked in mercuric chloride and bulblets in rototox when planting and are sprayed from three to six times with rototox during the growing season. This insures your getting clean, healthy bulbs free from thrips. We will not only be glad to furnish you with bulbs, but will be glad to help you in every way possible. If you will write us we will be glad to help you solve your problems and overcome your troubles in producing larger and better Glads than you have grown in the past. We guarantee satisfaction. Our best recommendations are satisfied customers who order bulbs from us every year and tell their friends.

MOST POPULAR GLADS

NEW ENGLAND GLADIOLUS SOCIETY, 1938 SYMPOSIUM

- | | |
|---------------------|-------------------|
| 1 PICARDY | 6 BETTY NUTHALL |
| 2 MINUET | 7 BAGDAD |
| 3 MAID OF ORLEANS | 8 MOTHER MACHREE |
| 4 COMMANDER KOEHL | 9 PELEGRINA |
| 5 STAR OF BETHLEHEM | 10 MILDRED LOUISE |

NEW INTRODUCTIONS

Etta BELL, one of our most outstanding seedlings, will be introduced in 1940. Is being tried out this year by several noted growers in different sections of the country. Etta Bell is a beautiful Golden Buff overlaid with soft pink slightly ruffled, 7 to 8 5½-inch florets open at one time. Always comes with straight spikes. Good length, good facing and placement; an improvement over Duna and Wasaga. This Glad was named after Etta Bell Ford, a charming little blue-eyed blonde with rosy cheeks, and naturally she is very proud of her namesake. We have several other very promising seedlings that will be offered as soon as we can get our stocks increased sufficiently. We positively will not introduce any new ones that do not come up to our standard of performance.

This year we are offering several new Smokies and a few others from other growers. You will find any of these new ones satisfactory as we have tested them out in our trial patch. Several others we have a small stock, hardly enough to warrant listing in this year's catalog. But if you are anxious to try any of them, we will be glad to spare a few at current prices. These will be in our regular list next year. These consist of the following: Beowulf, Black Opal, Blau Schonheit, Blue Delight, Bit-O-Heaven, Camellia, Chasseur, Chief Multnomah, Eloise, Gertrude Swenson, Gladys Clegg, Gov. Pinchot, Irak, Isola Bella, Johan Bach, Johan Strauss, Lucifer, Maunga, Max Reger, New Era, Ninth Symphony, Pearl of Stuttgart, Philis McQuiston, Pimpernel, Redwood Beauty, Robt. Burns, Rima, Royal Omar, Sunset Cloud, Sweetheart, Superwhite and Zuni.



SHIRLEY TEMPLE
(From Small Bulbs)

PREPAID LIST OF CHOICE VARIETIES

- AFLAME.** Large and tall scarlet overlaid with silver. Each 5c; 12—50c.
- ALBATROSS.** Very tall pure white, large blooms, one of the best. Each 5c; 12—50c.
- ALAYNE.** New light rose, ruffled. A national winner. Each 25c; 12—\$2.50.
- ARABELLA.** Large dark red, almost black. One of the best new black-reds. Each 25c.
- AVE MARIA.** Very fine large light blue with darker blotch. Each 5c; 12—50c.
- BAGDAD.** Giant Smoky old rose. Have grown it 8 inches in diameter. Each 5c; 12—50c.
- BEAUTIFUL OHIO.** Beautiful Ohio. See photo in this catalog. A new rose pink shaded tyrian rose. Has won many Blue Ribbons in the largest shows in the past three years. A bouquet of Beautiful Ohio from our garden was placed on Governor Rivers' desk last summer and he declared it was the most beautiful Glad he had ever seen. Stock still scarce, but price greatly reduced. Better get in on this fine variety this year. Each, large, 45c; 10—\$3.60. Medium, each 35c; 10—\$2.80; 100—\$22.00. Bulblets, 10—50c; 100—\$4.00; 1,000—\$32.00.
- BETTY NUTHALL.** Large tall late coral with orange throat. Very popular commercial. Each, 5c; 12—50c.
- BLEEDING HEART.** A favorite blotched variety, light pink with a dark red throat. A prize winner. Each 5c; 12—50c.
- BLUE ADMIRAL.** One of the new dark blues. Taller and larger than Pelegrina. Each 10c; 12—96c.
- BLUE DANUBE.** Very large light blue, a shade darker than Ave Maria. Each 5c; 12—50c.
- CANBERRA.** Fine large exhibition yellow. Has been winning more prizes in large shows in the past five years than any other yellow. Each 6c; 12—60c.
- CHAS. DICKENS.** Very tall purple color, large blooms and straight spikes. Still the best in this color class. Each 5c; 12—50c.
- CHRISTOBEL.** Beautiful. Tall late pink, will be a good commercial as soon as more plentiful. Each 10c; 12—\$1.00.
- COMMANDER KOEHL.** Most popular deep red to-day, good for exhibition and commercial. Each 6c; 12—60c.
- CORONATION.** Large light salmon shaded cream. Strong grower and easy propagator. Each 5c; 12—50c.
- DR. F. E. BENNETT.** The standard bright red with no bad faults. Each 5c; 12—50c.
- DUNA.** Very large light buff. This is a comparatively new color in glads. Very popular. Each 5c; 12—50c.
- EARLY DAWN.** Large decorative geranium pink with red lines in throat. Very early. Each 5c; 12—50c.
- EDITH ROBSON.** Light salmon rose with small red blotches. Very tall and large blooms, good for exhibition or cut flowers. Each 8c; 12—75c.
- EVALINE STINTON.** Fine exhibition type; up to 14 large flowers open at once. Color, beautiful blush pink, overlaid chocolate. Very odd. Each 25c.
- FROST PINK. ORNATUS,** very large, soft pink sprinkled with silver. A new one that is making a show record. Each \$1.00; 12—\$10.00.
- GERTRUDE GREY.** Soft satin gray. Admired by everyone who saw it the past season. Each 10c.
- GOLDEN CUP.** A fine large exhibition deep yellow. Wonderful performer. Produces very large bulblets. Each 5c; 12—50c.
- GOLDEN CHIMES.** Beautiful large light yellow. One of the new ones. Each 10c; 12—\$1.00.



BEAUTIFUL OHIO

- GRAND SLAM.** Large exhibition orange. A sport from Pfitzers Triumph. Tall grower and stands the hot weather. Each 10c; 12—\$1.00.
- HERITAGE.** Large tall warm pink with light throat. Each 15c; 12—1.50.
- IRENE.** Beautiful rose pink with white throat. One of the best from Scotland. Stands hot weather. Each 6c; 12—60c.
- JERSEY CREAM.** New soft cream, large blooms, strong grower. A scarce color in Glads. Each 15c; 12—\$1.50.
- KING ARTHUR.** Deep rose lavender, flowers very large, intensely ruffled and edges fluted. Wanted by everyone who sees it. Each 6c; 12—50c.
- LADY ASTOR.** A new introduction this year. Large orange salmon with golden throat. A wonderful color combination. Didn't crook or water scald. You will make no mistake on this one. Each, large, \$3.00; Medium \$2.00; Small \$1.25.
- LONDONDERRY.** Giant rich bronzy orange with smoky overcast, touch of carmine in throat. One of the new giants. Each 15c; 12—\$1.50.
- MAGNA BLANCA.** Very tall exhibition creamy white. Has been known to grow 8 feet tall. Fine for church decorations. Each 6c; 12—60c.
- MAHOGANY.** A new rich red brown with creamy yellow markings, very unusual color. Each 10c; 12—\$1.00.
- MAID OF ORLEANS.** Large beautiful milky white, creamy throat. Is now the third most popular Glad grown. Tall straight spike. Each 5c; 12—50c.
- MARMORA.** One of the best known smokies lavender gray, with deeper throat. Great exhibition variety. Each 5c; 12—50c.
- MARY DAMARIS.** A fine new light yellow introduced last year. Made a hit at Boston show. Considered tops in yellows by most large growers. Each \$1.00.
- MILDRED LOUISE.** A fine exhibition variety similar to Picardy, slightly more pink, with faint red lines in throat. Another must have. Each 6c; 12—60c.
- MILFORD.** A new tall giant light blue from New Zealand. Large flowers, 8 open at one time. One of the best light blues to date. Each 15c; 12—\$1.50.
- MINUET.** Large lavender, rated No. 2 in popularity. Has been holding its place for several years. Each 5c; 12—50c.
- MISS NEW ZEALAND.** A giant that created a sensation when introduced. This is the Glad that put New Zealand on the map. Salmon apricot with a ripe peach blotch. Price is so low now that you can add it to your collection. Each 20c; 12—\$2.00.
- MOTHER MACHREE.** Large smoky lavender mixed with orange and gray. Many pronounce it most beautiful Glad they ever saw. Is No. 8 in N.E.G.S. Symposium. Each 5c; 12—50c.
- MRS. T. E. LANGFORD.** Apple blossom pink with white throat. Good habits and very popular. Each 6c; 12—60c.
- OUR SELECTION.** Large smoky salmon flecked, deeper red sometimes, streaked with slate cerise blotch, bordered with cream. Very attractive. Each 6c; 12—60c.
- PELEGRINA.** Most popular dark blue to date. Tall, very even color. Each 6c; 12—60c.
- PICARDY.** Large salmon pink. The most popular Glad in the world. Our stock of this has been carefully selected for several years and seem a little deeper in color than many you see at the florist's. Each, large, 5c; 12—50c; 100—\$3.60. Medium, each, 3c; 12—30c; 100—\$2.00. Small, each, 2c; 12—20c; 100—\$1.25. Bulblets, 1000—50c; quart \$1.00.

PITITI. A new champion from New Zealand. Large salmon apricot shaded, pink flecked, darker and throat powdered with henna. Strong grower. Extra fine. Each 12c; 12—\$1.20.

PRAIRIE GOLD. New rich deep yellow. Carmine on tips and reverse side of petals. Color very unusual. Each 25c; 12—\$2.50.

PRIDE OF WANAKAH. Tall exhibition type. Rose color. Each 5c; 12—50c.

QUEEN HELEN II. Deep shrimp pink to apricot orange. Seedling from Betty Nuthall, has same habits. Each 6c; 12—60c.

RED LORY. Tall large rose red, exhibition type. Many open at one time. Each 6c; 12—60c.

RED PHIPPS. Very tall spike. Pure spectrum red. Some growers predict that it will supersede the old popular Dr. Bennett. Each 5c; 12—50c.

RED PRINCE. Rich red decorative with velvety crimson throat. Have had it with 26 buds on one spike, always straight; very resistant to disease and thrips. Each 6c; 12—60c.

REWI FALLU. New. Without a doubt one of the finest large dark reds ever introduced. A giant in every way. Only fault we see is, blooms are so large that it is top heavy and droops over. Each 50c; 12—\$5.00.

SALBACHS ORCHID. Tall lavender pink ruffled, more pink than Minuet, resembles the Cattleya Orchid. Good exhibition variety. Each 6c; 12—60c.

SHENANDOAH. This is a new introduction, a seedling of Mother Machree, and greatly resembles its parent except that in addition to all the colors in Mother Machree it contains some red and tan, giving the color effect of autumn leaves. Large bloom, long flower head and straight spike. Each, large, \$3.00; medium \$2.00; small \$1.25.

SHIRLEY TEMPLE. The most sensational Glad introduced last year. Heavily ruffled large cream colored, slightly deeper in throat. A seedling of Picardy and has all the good traits of its parent. Each 75c; 12—\$7.50.

SEÑORITA. Large decorative orange with red stripes in throat. Petals long and narrow. Very outstanding. Each 5c; 12—50c.

SONATINE. Beautiful rose pink with lighter throat. Large flowers. Blooms sold as fast as we could get them in our Glad Shop. Good habits. Each 6c; 12—60c.

SOUTHERN CROSS. A tall rich red. Taller than Commander Koehl. Each 6c; 12—60c.

STAR OF BETHLEHEM. One of the finest large pure whites to date. Very tall and wins the blue over most other whites. Each 10c; 12—\$1.00.

TAKINA. Another giant from New Zealand. Rosaline purple, flaked darker. See photo on front cover. Each 25c; 12—\$2.50.

TANGERINE. Large orange decorative, a decided improvement on La Paloma. Strong grower. Each 7c; 12—70c.

TOA. Large rosy salmon, darker blotch. Another giant. Each 15c; 12—\$1.50.

TREVONIAN. New large rose red, one of the favorites with visitors. Good habits. Each 8c; 12—80c.

VAGABOND PRINCE. Tall garnet brown, with a flaming red blotch in throat. Ten blooms open at one time. In great demand. Each 25c; 12—\$2.50.

W. H. PHIPPS. One of the greatest exhibition Glads ever produced. Tall spike, La-France pink, 15 to 20 large blooms open at once. Each 5c; 12—50c.

WHERO. Immense scarlet red with darker flecks at outer edges. Each 20c; 12—\$2.00.

WURTEMBERGIA. Large red with white throat. One of Pfitzer's best. Each 5c; 12—50c.

YELLOW EMPEROR. New tall golden yellow. Very large blooms. Each 10c; 12—\$1.00.

SURPRISE

We have never sold unlabeled mixtures, but upon popular request we have decided on offering a mixture of all exhibition varieties. Prices on these varieties range from 5c each to 50c each. The mixture consists of the following varieties: Ave Maria, Betsy Bob-up, Bleeding Heart, Giant Nymph, LaPaloma, Lucifer, Morocco, Mr. Phipps, Nerisa, Rewi Fallu, Ramesus, Pimpernel, Three Low, and a few other good ones thrown in for good measure. They are all Blue Ribbon winners. 100—\$3.00; 1,000—\$20.00. Never has such values been offered in a mixture before, and here is where the surprise comes in. Some morning you will find some new ones in bloom that, if bought singly and labeled, would have cost you up to 50c each. This offer holds good as long as the stock lasts. Price is prepaid anywhere in the United States.

Please note that all the cuts in this catalog are halftones made from original photographs, and are not printers' stock cuts or swiped out of someone else's catalog. We don't do business that way.



Betty Ford and Magna Blanca

ACHIEVEMENTS

In the past three years we made two shows, the Georgia State Show in '36 and '37. In '36 we won 24 Blue Ribbons, the Holzman Trophy, Achievement Award, Sweepstakes and three special vases.

In '37 we won 29 Blue Ribbons, Rich's Challenge Trophy, Holzman Trophy, Davison-Paxon Special for Sweepstakes of the Show. This was against the hottest competition in the southeast. Check up on prizes claimed won by others and ask what competition they had.

In 1938 customers pulled down prizes in shows in eight different states. One customer in North Carolina won eight Blue Ribbons on blooms from a \$2.00 bulb purchase. One customer in Indiana won at their local show, another customer won Championship Spike in amateur class. Space forbids us publishing letters from many pleased and satisfied customers.

DISCOUNTS

On all orders accompanied with cash in full, for \$5.00, we allow 10 per cent discount; \$6.00 to \$10.00, 15 per cent; \$11.00 to \$20.00, 20 per cent; \$21.00 to \$50.00, 25 per cent discount. This applies to our retail prices quoted in this list. Besides the above cash discount we give you a liberal overcount and add a few extra bulbs for good measure of other varieties. No matter the size of the order, we will give you a run for your money. No mail order accepted under \$1.00.

GLADIOLUS SOCIETIES

If you want to keep posted on Glads, you ought to be a member of a real live Gladiolus Society. The largest society is the New England Gladiolus Society, which is an international society with members in all civilized parts of the world. They publish a 225-page year book, free to all paid-up members, and the price of membership is \$1.00 per year. The book is worth many times the price. Send name and dollar to Albin K. Parker, Norwood, Mass. He is our Secretary, or we will be glad to send it in for you.

1939 Year Book contains many interesting articles, among which are, "How Bulb-lets Form New Bulbs," a list of the best parents for hybridizing, and a multitude of other interesting facts pertaining to your favorite flower written by men who have grown Glads as a hobby all their lives. Glad news from all over the world. You can't afford to miss it!

WE ALSO GROW FINE IRIS

We have a nice assortment of the rare ones. Time to plant Iris: in the Fall, till the ground freezes. Glad to quote prices in Summer and Fall. We use the same care with our Iris that we do with our Glads, and give you the same generous guarantee. We will please you.



J. A. FORD

**Member National Gladiolus Society
Active Member, New England Gladiolus Society.
Honorary President, Georgia Gladiolus Society.**

**WE APPRECIATE YOUR BUSINESS AND WILL DO OUR UTMOST
TO PLEASE YOU.—“NUFF SED.”**

ORDER BLANK

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ATLANTA, GA.

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Post Office _____ State _____

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(If different from post office)

AMOUNT ENCLOSED

NOTICE—To assist us and to avoid delay, please read terms of sale — list varieties alphabetically — write letter on separate sheet

Money Order _____ \$ _____
Check _____ \$ _____
Cash or Stamps _____ \$ _____

WE APPRECIATE YOUR PATRONAGE

[illegible]

